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ABSTRACT

The Office of Institutional Research at Johnson County Community College (JCCC), Kansas, conducted a survey to help determine the level of interest in Internet training courses. Surveys were mailed in November 1998 to 9,982 individuals selected from six lists representing the JCCC Business and Industry Division's current and potential clients. A total of 667 replied. Major findings indicate that 83% of all respondents currently have access to the Internet. Over two-thirds of respondents with current or future access to the Internet are interested in taking training courses on the Internet. Interest level in taking training courses on the Internet is lowest for Accountants (53%) and greatest for Skilled Trades (72%). The top ten topics of interest to 40% to 70% of respondents include: (1) Windows '98; (2) Excel; (3) Word; (4) Access; (5) Finance; (6) Leadership; (7) Project Management; (8) Supervisory Skills; (9) Communication Skills; and (10) Business Writing. The preferred method for getting technical support while taking a training course on the Internet is an 800 number. Respondents expected that most courses would cost between $75 and $99. Appended are tabled survey results and the questionnaire. (AS)

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ED 430 651

Internet Training Needs Inventory

January 1999

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U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

INTERNET TRAINING NEEDS INVENTORY

Office of Institutional Research
Johnson County Community College

January 1999

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Background

Distance Learning is a much-discussed topic in the field of education because of the advantages of offering classes to educational consumers at their convenience instead of in time-and place-bound arrangements. Distance Learning may also provide a course delivery alternative to address untapped markets as an additional way to increase higher education enrollments.

Representatives of Continuing Education's Business & Industry (B&I) Division and the Center for Professional Education, as members of the JCCC Continuing Education Distance Learning Task Force, requested that Institutional Research develop and conduct a survey to help determine the level of interest in training courses offered on the Internet among their current and potential clients.

Methodology

Surveys were mailed November 3rd through 9th to a total of 9,982 individuals selected from six lists representing B&I's current and potential clients as detailed in Figure 1 below.

Figure 1
Mailing Lists/Response Rates

List	Selection	# Mailed	# Returned	Response Rate
Insurance agents, property/ casualty, life/ health	Every 16th name	1987	99	5.0%
Real Estate (agents, appraisers)	Every 3rd name	1982	96	4.8%
Nurses (RN's and LPN's)	Every 4th name	1983	189	9.5%
Accountants	All	1080	55	5.1%
Skilled Trades	All	812	47	5.8%
Business & Industry	All	2138	181	8.5%
Total	Various	9982	667	6.7%

The overall response rate for this survey was 6.7%, based on 667 total responses. Response rates ranged from a low of 4.8% for the Real Estate list to 9.5% for the Nurses' list.

Major findings are summarized in the bulleted points and figures on the following pages. Tabled results are in Appendix A and a copy of the survey is in Appendix B. Respondents' written comments from the surveys are recorded verbatim in a supplement to this report.

Please direct any questions or comments about this survey, as well as requests for the supplement of respondents' verbatim comments, to:

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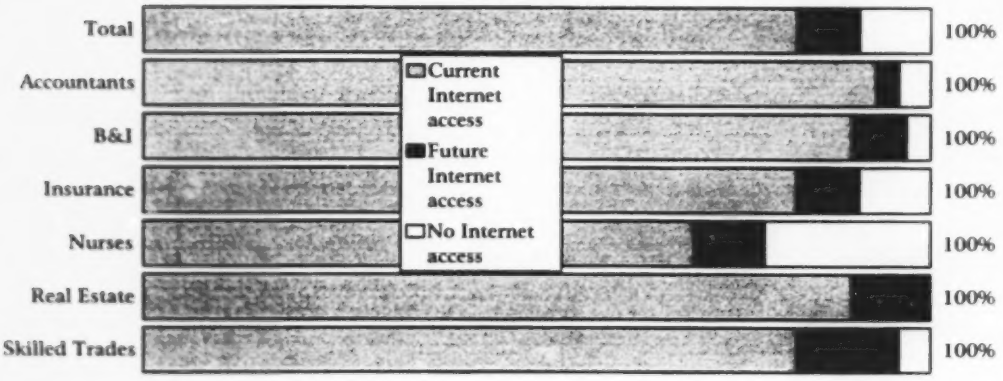
- ***Eighty-three percent of all respondents currently have access to the Internet. An additional 8% expect to have access within the next year. Thus, the percent of all respondents who either currently have access or expect to have access to the Internet within the next year is sizeable, 91%. (See Table I, Appendix A, and Figure 2, below.)***

Figure 2
Internet Access

- ***The percent of respondents by list who have access currently or who expect to have access to the Internet in the future range from a low of 79% for Nurses to 100% for Real Estate (see Table 1, Appendix A, and Figure 3, below.)***

Figure 3
Internet Access by List

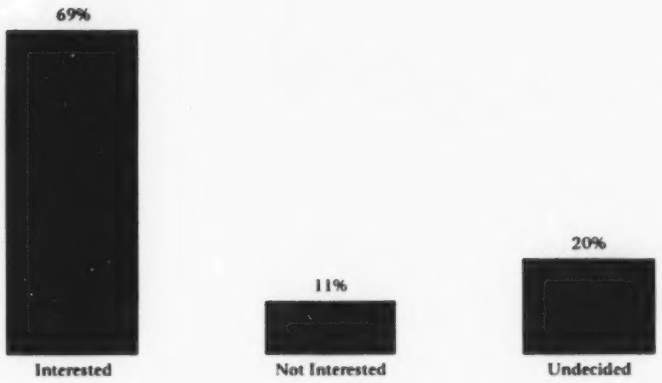


Note: Each bar above totals 100% for that respondent group.

- ***These percentages begin to establish the parameters of the market for Internet training courses offered by Business & Industry and the Center for Professional Education. Twenty-one percent of the Nurses' group indicated they did not have current or future access to the Internet. Therefore, this group currently has the smallest potential of respondent groups surveyed as a target market for training courses on the Internet.***

- ***Over two-thirds of respondents with current or future access to the Internet are interested in taking training courses on the Internet (see Table 1, Appendix A, and Figure 4, below). An additional 20% are undecided. One in nine respondents are not interested.***

Figure 4
Interest in Taking Training Courses on the Internet

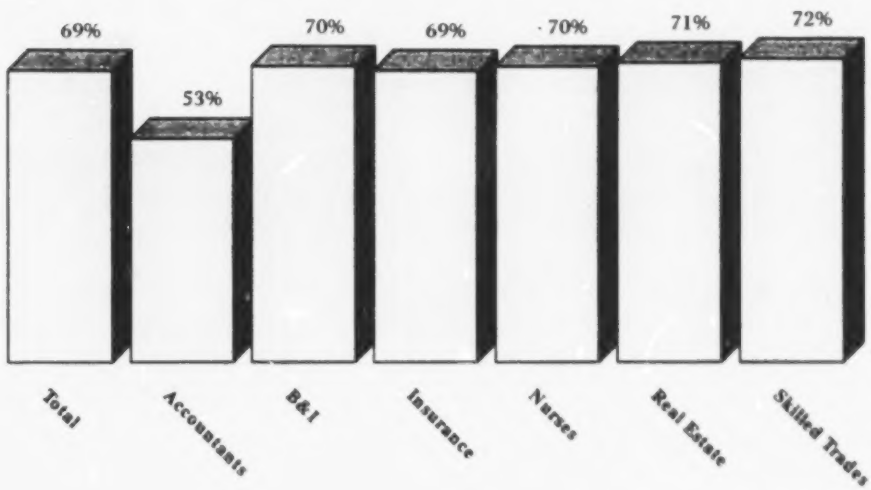


INTEREST IN INTERNET TRAINING BY LIST

- ***The interest level in taking training courses on the Internet is lowest for Accountants (53% are interested) and greatest for Skilled Trades (72% are interested). (See Table 1, Appendix A, and Figure 5, below.)***

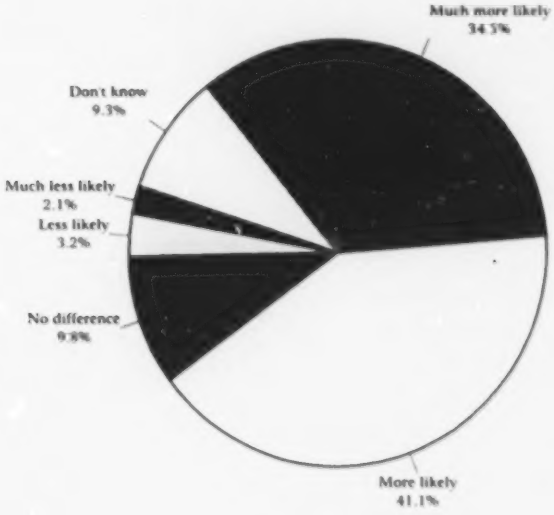
- ***With the exception of the Accountants' group, approximately seven in ten of all respondents are interested in taking training courses on the Internet.***

Figure 5
Interest in Internet Training Courses by List



- ***Offering training courses on the Internet appears to have a positive effect on the likelihood of taking such a training course. Over one-third (35%) of the respondents indicated they are much more likely to take a course if offered on the Internet and an additional 41% indicated they are more likely to take a course if offered on the Internet, for a total of 76%. (See Table 1, Appendix A, and Figure 6, below.)***

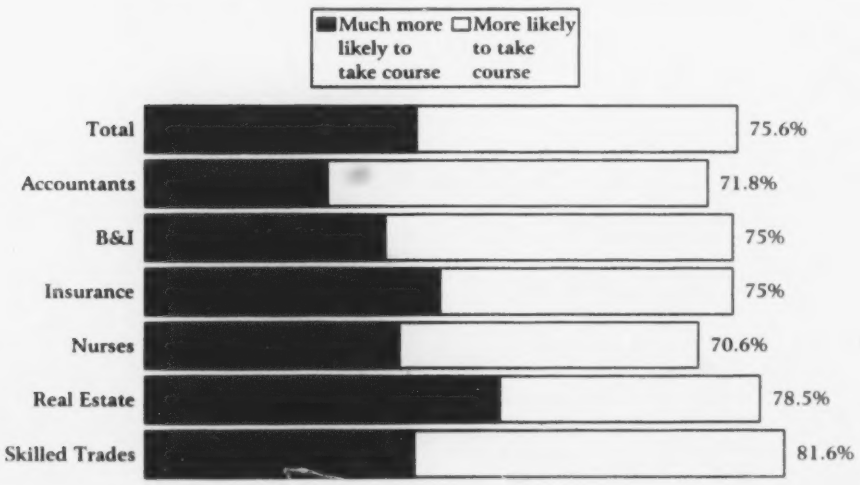
Figure 6
Effect of Offering Course on Internet on Likelihood of Taking Training Course



LIKELIHOOD OF TAKING INTERNET TRAINING BY LIST

- ***Between 71% and 82% of the respondent groups presented in Figure 7 below and Table 1, Appendix A, are much more likely or more likely to take a training course if it is offered on the Internet. The percentage is lowest (but still significant) for Nurses (71%) and highest for Skilled Trades (82%).***

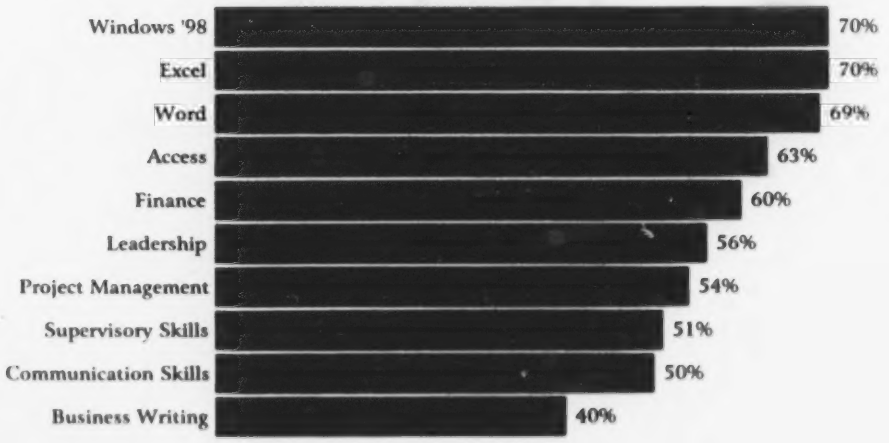
Figure 7
Effect of Internet on Likelihood of Taking Training Courses



- ***Forty-five percent of the respondents from the Real Estate list indicated they were much more likely to take training if it were offered on the Internet, which may be a result of the flexibility needed to maintain the client contact schedule typical of professionals in this field.***

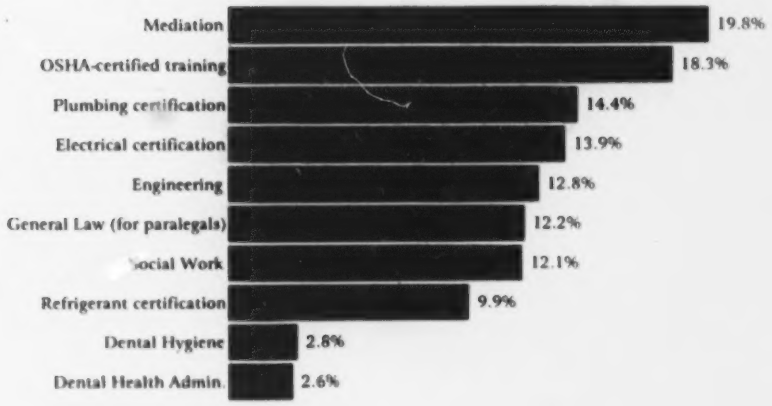
- ***The top ten topics of interest to all respondents surveyed are depicted graphically in Figure 8, below, and in Table 1, Appendix A. The top four are computer training courses: Windows '98, Excel, Word, and Access. General business and management courses comprise the remaining six topics that are of interest to the greatest percentage of respondents.***

Figure 8
Top Ten Topics for Internet Courses
(sum of very and somewhat interested)



- ***The ten courses in which the fewest total respondents expressed an interest appear in Figure 9, below, and Table 1, Appendix A. The course list (with the exception of Mediation) includes specialty topics which generally would be of lesser interest to the population as a whole.***

Figure 9
Bottom Ten Topics for Internet Courses
(sum of very and somewhat interested)



- ***Detailed in Figure 10, below and in Table 1, Appendix A, are the top five courses for each list of respondents surveyed. At least one specialty course for each respondent group was in the top five courses, plus at least two computer software courses. These represent the courses with the greatest potential for marketing Internet courses to these lists.***

Figure 10
Top Courses by Respondent Group
(sum of very and somewhat interested)

Accountants	B&I	Insurance	Nurses	Real Estate	Skilled Trades
Access - 72%	Excel - 74%	Insurance - 77%	Nursing - 89%	Real Estate - 86%	Word - 69%
Word - 71%	Project Management - 72%	Excel - 67%	Windows '98 - 78%	Real Estate Property Appraisal - 77%	Finance - 65%
Excel - 70%	Leadership - 71%	Word - 63%	Word - 73%	Excel - 77%	Project Management - 64%
Windows '98 - 65%	Access - 70%	Finance - 60%	Excel - 67%	Windows '98 - 77%	Windows '98 - 63%
Finance - 53%	Windows '98 - 69%	Windows '98 - 60%	Access - 59%	Word - 72%	Plumbing Certification - 61%

- ***Because at least half, and in most cases well over half, of each respondent group expressed an interest in taking the top five courses listed if offered on the Internet, there seems to be a good chance of success for at least initial offerings of these courses on the Internet.***

- ***The top course for each major subject area included on the survey is listed in Figure 11, below, and in Table 1, Appendix A.***

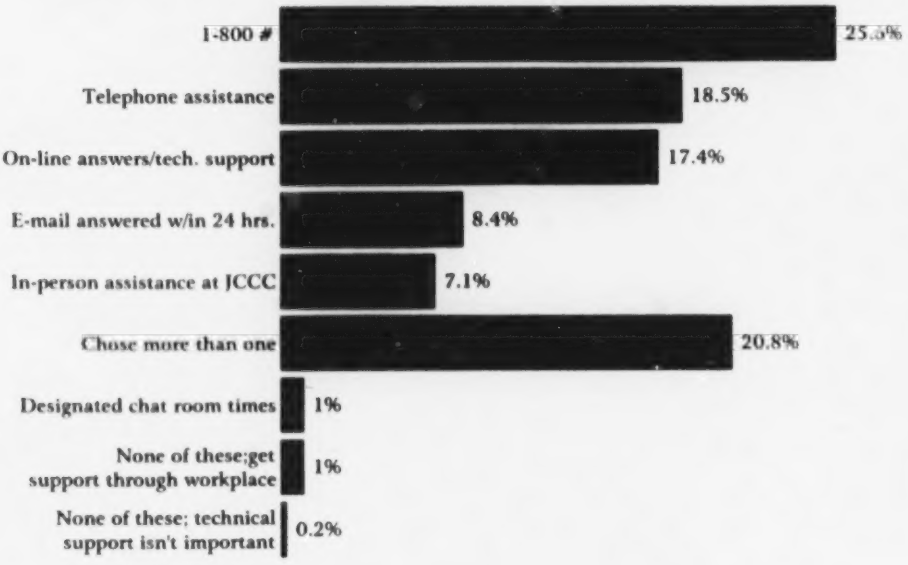
Figure 11
Top Course(s) by Major Subject Area
(sum of very and somewhat interested)

Subject Area	Course	% Interested
Computers/software	Windows '98	70
	Excel	70
	Word	69
General business	Finance	60
Health care	Nursing	32
Professional licensure/certification	Real Estate	31

- ***Courses of general interest can probably be successfully marketed to all respondent lists, but targeting will be necessary for success with topics such as nursing and real estate.***

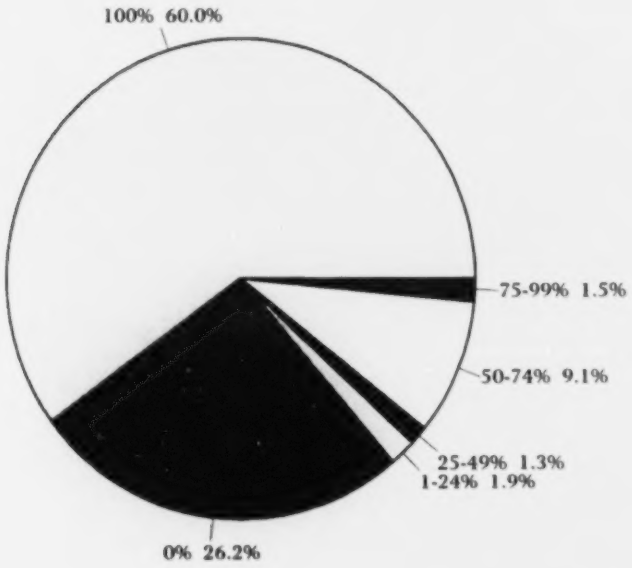
- ***The preferred method to get help with a problem or for technical support while taking a training course on the Internet is a 1-800 number, which was the choice of over one-quarter of the respondents. On-line support and telephone assistance were preferred by 17% and 19% of the respondents, respectively. These three methods, which all offer immediate support, were preferred by 62% of the respondents. (See Table 1, Appendix A, and Figure 12, below.)***

Figure 12
Preferred Method for Assistance or Technical Support for Internet Training



- ***One hundred percent of course fees for a majority (60%) of all respondents were paid for by a non-employer source: themselves, friends, or relatives. Slightly over one-quarter of respondents indicated that their course fees were paid for completely by their employer (See Table 1, Appendix A, and Figure 13, below).***

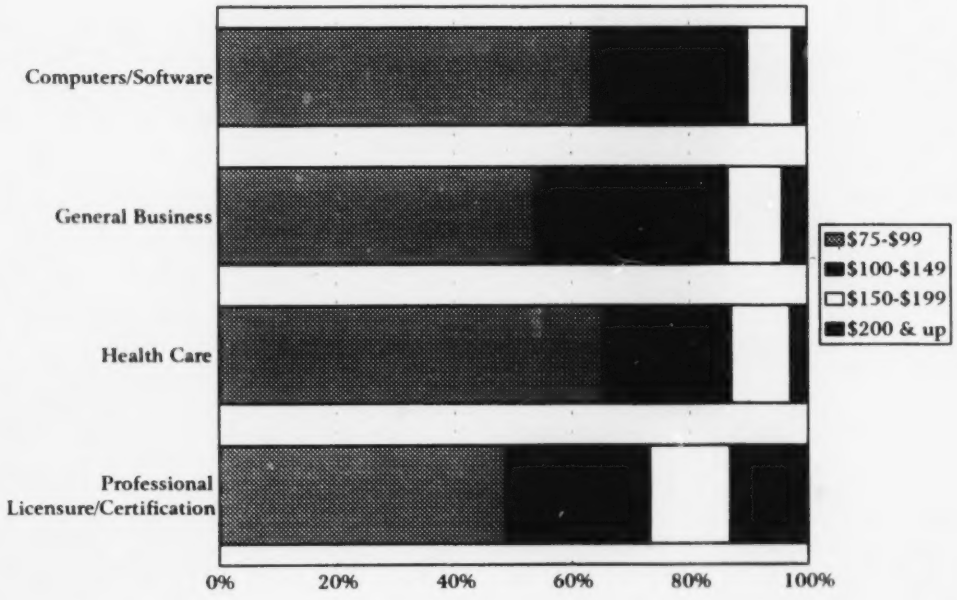
Figure 13
Percent of Course Fees Paid by Self/Friend/Relative



EXPECTED COST OF INTERNET TRAINING

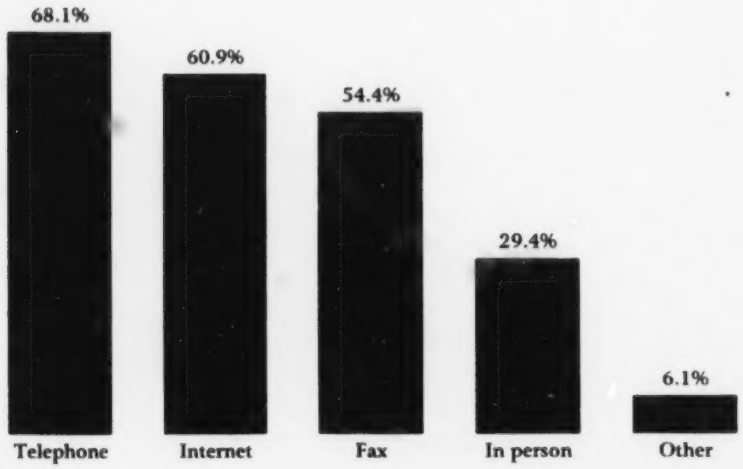
- ***Respondents were asked what they expected fees to be for Internet courses in the following four subject areas: Computers/Software, General Business, Health Care, and Professional Licensure/Certification. Most respondents (from 48% for Professional Licensure/ Certification to 65% for Health Care) expected the fees for Internet courses to fall in the $75-$99 range. There would probably also be some demand for courses costing in the $100-$149 range, as 20%-30% of respondents indicated they would expect a course to cost this amount. (See Table 1, Appendix A, and Figure 14, below.)***

Figure 14
Expected Cost of Internet Training Courses



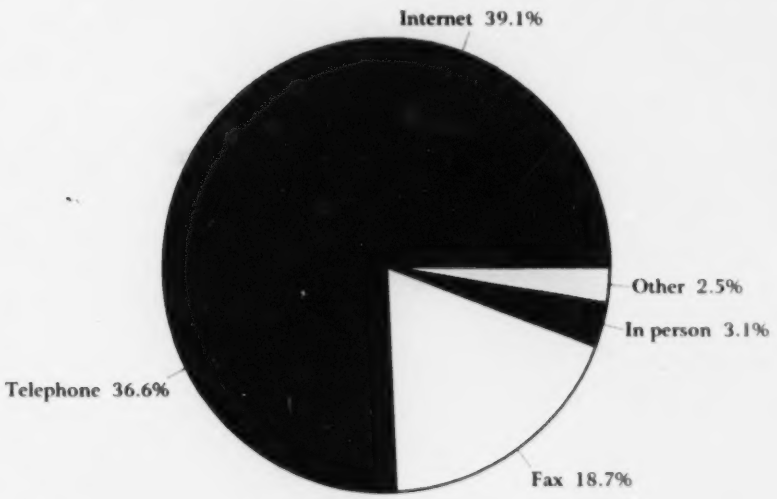
- ***Respondents chose ways that did not require them to leave their own premises when specifying accepted ways to enroll in an Internet course. As shown in Figure 15, below, and Table 1, Appendix A, the method acceptable to the least number of respondents was in-person enrollment at 29%. Telephone was an acceptable method for the greatest number - 68%- of the respondents, followed by the Internet (61%), and Fax (54%).***

Figure 15
Acceptable Ways to Enroll in an Internet Course



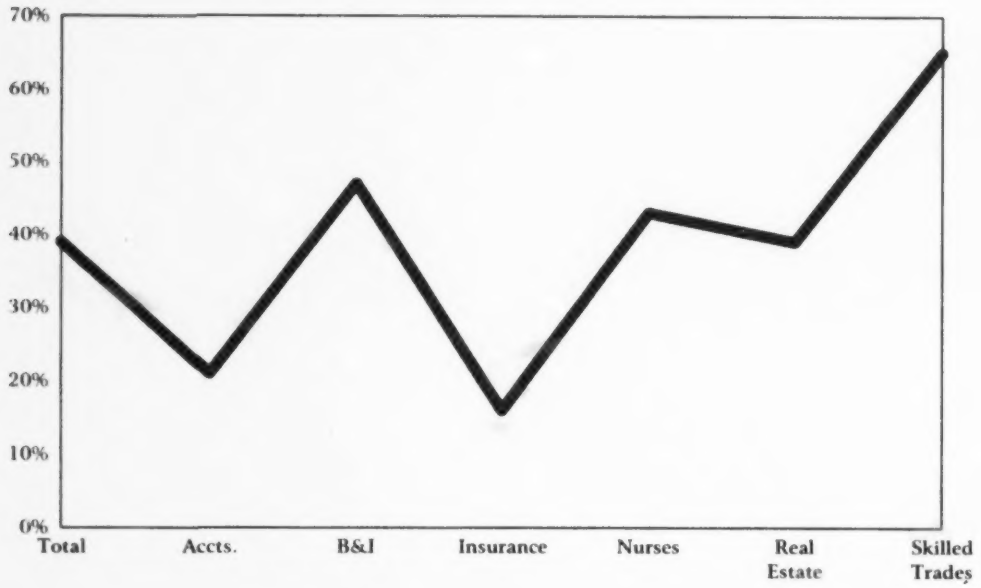
- ***When asked about their preferred method to enroll in an Internet course, 39% chose the Internet and 37% chose the telephone. Enrollment by fax dropped to 19% and in-person enrollment was the preferred method of only three percent of the respondents. (See Figure 16, below, and Table 1, Appendix A.)***

Figure 16
Preferred Method of Enrollment



- ***Almost 40% of the respondents had taken a training course at JCCC in the past three years. (See Table 1, Appendix A, and Figure 17, below.)***

Figure 17
Respondents Taking Training Course at JCCC in the Past Three Years by List



- ***There was considerable variation by list in the percentage of respondents who had taken a training course through JCCC in the last three years and ranged from 16% for the Insurance list to 65% for Skilled Trades. Almost half of the individuals responding from the Business and Industry list had taken a course through JCCC in the last three years.***

- ***Respondents who had received training in the past year were asked to identify the providers of that training and named over 190 different providers! A list of these providers is contained in Table 2, Appendix A. It appears that many of the respondents received training from their own company. While JCCC's competitors are numerous, none appear to have trained a significant proportion of the respondent groups surveyed.***

APPENDIX A

TABLED SURVEY RESULTS

Table 1
INTERNET TRAINING NEEDS INVENTORY

	Total (n=667)	Accts. (n=55)	B&I (n=181)	Insurance (n=99)	Nurses (n=189)	Real Estate (n=96)	Skilled Trades (n=47)
Q1A. Do you *currently* have access to the Internet (at home, at work, or elsewhere)?							
Yes	83.0%	92.7%	90.4%	82.5%	70.2%	89.5%	82.6%
No	17.0	7.3	9.6	17.5	29.8	10.5	17.4
No. of respondents	658	55	177	97	188	95	46
Q1B. Do you *expect* to have Internet access w/in the next year?							
Yes	54.9%	50.0%	79.0%	52.6%	33.3%	100.0%	77.8%
No	45.1	50.0	21.1	47.4	66.7	0.0	22.2
No. of respondents (Base: Respondents with no current Internet access)	113	4*	19*	19*	51	11*	9*
Respondents with current/future Internet access	91.2%	96.4%	96.7%	90.9%	78.7%	100.0%	95.7%
Q2. Are you interested in taking training courses on the Internet?							
Yes	68.7%	52.8%	70.2%	68.9%	70.1%	71.3%	72.1%
No	11.2	24.5	9.9	8.9	10.2	9.6	11.6
Undecided	20.1	21.8	19.9	22.2	19.7	19.1	16.3
No. of respondents (Base: Respondents with current/future Internet access)	598	53	171	90	147	94	43

*Note: Small sample. Caution should be exercised in generalizing or drawing conclusions from these findings.

	Total	Accts.	B&I	Insurance	Nurses	Real Estate	Skilled Trades
Q3. Would you be more or less likely to take a training course offered by JCCC if it was offered on the Internet?							
Much more likely	34.5%	23.1%	30.5%	37.5%	32.3%	45.2%	34.2%
More likely	41.1	48.7	44.8	37.5	38.3	33.3	47.4
No difference	9.8	5.1	9.7	9.1	12.8	10.7	2.6
Less likely	3.2	5.1	3.2	3.4	4.5	1.2	0.0
Much less likely	2.1	0.0	1.9	2.3	3.0	1.2	2.6
Don't know	9.3	17.9	9.7	10.2	9.0	8.3	13.2
No. of respondents	530	39	154	88	133	84	38
(Base: Respondents who had current/future Internet access.)							
Q4. For each of the topics listed please check your degree of interest in attending a training course on this topic on the Internet in the next year. *(sum of very and somewhat interested)*							
Computers/Software							
Access	63.1%	71.9%	69.6%	50.7%	59.4%	69.6%	51.5%
Excel	69.5	69.7	74.1	66.7	66.7	77.0	48.5
Intro to Personal Computers	37.8	21.4	27.3	31.8	57.9	45.5	22.6
Keyboarding	25.6	25.0	14.4	25.0	37.0	32.8	17.2
Windows '98	70.0	64.7	68.7	59.7	77.9	76.8	62.9
Word	69.3	70.6	68.2	62.9	72.7	71.8	68.8

	Total	Accts.	B&I	Insurance	Nurses	Real Estate	Skilled Trades
General Business							
Business Writing	40.2%	30.0%	45.9%	33.3%	32.0%	49.3%	48.4%
Communication Skills	49.9	31.0	62.4	31.3	45.5	57.7	51.6
Employment Law	39.7	20.7	53.0	33.3	37.6	31.1	43.8
Finance (accounting, budgeting, investments)	60.3	53.3	64.0	59.7	55.0	63.8	64.5
Leadership	55.6	36.7	70.6	45.5	52.8	50.8	54.5
Project Management	53.7	41.4	71.7	33.3	46.8	50.0	63.6
Supervisory Skills	51.4	36.7	65.9	34.9	48.1	48.5	57.1
Health Care							
Nursing	31.6%	3.6%	6.6%	6.6%	89.0%	9.7%	12.9%
Social Work	12.1	3.6	9.2	5.0	23.9	13.3	6.7
Dental Health Administration	2.6	0.0	2.5	0.0	3.4	6.7	0.0
Dental Hygiene	2.8	0.0	2.5	1.7	4.4	4.9	0.0
Professional Licensure/Certification							
Engineering	12.8%	6.7%	14.8%	8.5%	3.2%	14.8%	46.7%
General Law (for attorneys)	9.2	13.8	9.8	8.5	5.2	12.1	10.7
General Law (for paralegals)	12.2	6.9	14.0	11.7	11.3	13.3	10.7
Insurance	27.8	16.7	16.9	76.7	16.5	19.7	17.9
Mediation	19.8	23.3	20.7	21.3	16.7	22.6	14.3
Real Estate	31.3	17.9	20.0	23.0	13.8	85.5	25.0
Real Estate Property Appraisal	26.4	20.7	13.1	23.8	9.6	76.5	31.0
Electrical certification	13.9	0.0	9.2	13.1	5.3	24.2	51.6
Plumbing certification	14.4	0.0	9.9	11.5	5.3	23.0	61.3
Refrigerant certification	9.9	0.0	6.6	6.8	3.2	20.0	41.4
OSHA-certified training	18.3	3.4	18.9	16.7	13.3	16.7	55.2

	Total	Accts.	B&I	Insurance	Nurses	Real Estate	Skilled Trades
Q5. If you had a problem or needed technical support while taking a training course on the Internet, which of the following would you prefer?							
In-person assistance at JCCC	7.1%	7.7%	6.5%	3.7%	7.6%	8.8%	10.8%
On-line answers and technical support	17.4	25.6	19.4	7.4	17.6	15.0	27.0
E-mail answered within 24 hours	8.4	7.7	7.1	9.9	7.6	13.8	2.7
Designated chat room times	1.0	2.6	1.3	0.0	0.8	1.3	0.0
1-800 technical support number	25.6	25.6	23.2	38.3	22.9	18.8	32.4
Telephone assistance	18.5	17.9	23.2	12.3	17.6	20.0	13.5
None of the above; support available thru workplace	1.0	5.1	0.6	0.0	1.5	0.0	0.0
None of the above; tech. support isn't important to me	0.2	0.0	0.0	1.2	0.0	0.0	0.0
More than one of the above	20.8	7.7	18.7	27.2	24.4	22.5	13.5
No. of respondents	523	39	155	81	131	80	37
Q6. What percentage of the fees for your training courses is paid for by:							
Yourself/parents/relative							
None	26.2%	60.0%	55.2%	40.4%	37.0%	25.0%	34.0%
1-24%	1.9	1.8	2.8	1.0	1.6	1.0	0.0
25-49%	1.3	0.0	2.2	1.0	1.1	0.0	0.0
50-74%	9.1	3.6	7.7	4.0	6.3	9.4	12.8
75-99%	1.5	0.0	1.7	1.0	0.5	3.1	0.0
100%	59.9	34.5	30.4	52.5	53.4	61.5	53.2

	Total	Accts.	B&I	Insurance	Nurses	Real Estate	Skilled Trades
Your employer							
None	59.9%	65.5%	47.5%	71.7%	83.6%	75.0%	72.3%
1-24%	1.3	0.0	2.2	0.0	0.5	2.1	0.0
25-49%	0.6	0.0	0.6	1.0	0.0	1.0	0.0
50-74%	9.2	3.6	8.3	5.1	6.3	9.4	12.8
75-99%	2.9	1.8	4.4	1.0	2.1	1.0	0.0
100%	26.0	29.1	37.0	21.2	7.4	11.5	14.9
Q7. What would you expect to pay for the following types of courses if offered on the Internet?							
Computers/Software							
$75-$99	63.5%	52.8%	53.0%	74.6%	80.8%	57.6%	67.9%
$100-$149	26.4	25.0	33.6	23.7	12.8	33.9	21.4
$150-$199	7.6	11.1	10.4	1.7	6.4	5.1	10.7
$200-$249	1.5	5.6	1.5	0.0	0.0	3.4	0.0
$250-$299	0.5	2.8	0.7	0.0	0.0	0.0	0.0
$300 & up	0.5	2.8	0.7	0.0	0.0	0.0	0.0
No. of respondents	394	36	134	59	78	59	28*
General Business							
$75-$99	53.9%	35.7%	48.7%	55.1%	70.5%	55.8%	63.0%
$100-$149	32.7	42.9	35.7	38.8	18.2	30.2	25.9
$150-$199	9.2	14.3	9.6	4.1	6.8	11.6	11.1
$200-$249	2.3	0.0	2.6	2.0	4.5	2.3	0.0
$250-$299	1.3	3.6	2.6	0.0	0.0	0.0	0.0
$300 & up	0.7	3.6	0.9	0.0	0.0	0.0	0.0
No. of respondents	306	28*	115	49	44	43	27*

*Note: Small sample.

	Total	Accts.	B&I	Insurance	Nurses	Real Estate	Skilled Trades
Health Care							
$75-$99	65.0%	60.0%	35.7%	66.7%	77.1%	50.0%	76.9%
$100-$149	22.0	20.0	40.5	33.3	15.6	18.8	7.7
$150-$199	10.0	20.0	19.0	0.0	5.5	18.8	15.4
$200-$249	1.0	0.0	0.0	0.0	0.0	12.5	0.0
$250-$299	1.5	0.0	2.4	0.0	1.8	0.0	0.0
$300 & up	0.5	0.0	2.4	0.0	0.0	0.0	0.0
No. of respondents	200	5*	42	15*	109	16*	13*
Prof. Licensure/Certification							
$75-$99	48.4%	54.5%	24.3%	59.3%	67.2%	45.3%	50.0%
$100-$149	24.7	18.2	32.4	23.7	18.8	20.8	30.8
$150-$199	13.6	9.1	24.3	11.9	6.3	15.1	3.8
$200-$249	7.3	0.0	9.5	5.1	3.1	13.2	7.7
$250-$299	2.8	0.0	5.4	0.0	1.6	5.7	0.0
$300 & up	3.1	18.2	4.1	0.0	3.1	0.0	7.7
No. of respondents	287	11*	74	59	64	53	26*
Q8. Which of the following ways to enroll are acceptable to you?							
Telephone	68.1%	60.0%	74.6%	70.7%	57.7%	76.0%	72.3%
In person	29.4	16.4	34.8	30.3	21.1	39.6	34.0
Fax	54.4	52.7	63.5	61.6	34.9	67.7	57.4
Internet	60.9	56.3	71.8	65.7	46.6	63.5	68.1
Other	6.1	1.8	5.5	5.1	9.0	6.3	4.3

*Note: Small sample.

	Total	Accts.	B&I	Insurance	Nurses	Real Estate	Skilled Trades
Q9. Which of the following is the way you would *prefer* to enroll?							
Telephone	36.6%	35.9%	29.9%	36.6%	46.5%	30.1%	45.9%
In person	3.1	0.0	2.6	4.9	3.1	4.8	0.0
Fax	18.7	20.5	17.5	14.6	18.6	26.5	13.5
Internet	39.1	41.0	50.0	40.2	26.4	36.1	40.5
Other	2.5	2.6	0.0	3.7	5.4	2.4	0.0
No. of respondents	524	39	154	82	129	83	37
Q10. In the last three years, have you ever taken a training course through JCCC?							
Yes	39.3%	21.1%	47.4%	15.7%	43.1%	38.6%	64.9%
No	57.1	78.9	49.4	80.7	52.3	55.4	35.1
Don't know/remember	3.6	0.0	3.2	3.6	4.6	6.0	0.0
No. of respondents	527	38	156	83	130	83	37
Q11. What company/institution offered the last training course you took in the past year?							
Not applicable - haven't taken a training course in the past year	34.7%	18.4%	32.1%	39.5%	38.8%	35.2%	36.4%
Took training	65.3	81.6	67.9	60.5	61.2	64.8	63.6
No. of respondents	479	38	140	76	121	71	33

	Total	Accts.	B&I	Insurance	Nurses	Real Estate	Skilled Trades
Q12. In which of the following fields are you employed?							
Computer Hardware/Software	6.3%	10.9%	13.3%	1.0%	1.1%	5.2%	8.5%
Consulting	8.1	21.8	8.8	9.1	2.6	10.4	4.3
Engineering	3.0	0.0	3.9	2.0	0.0	4.2	14.9
Health Care	23.2	1.8	11.0	3.0	61.9	7.3	17.0
Insurance	13.6	7.3	6.6	63.6	2.6	6.3	2.1
Law	1.9	5.5	3.9	0.0	1.6	0.0	0.0
Management	15.1	21.8	24.9	10.1	4.2	20.8	12.8
Manufacturing	4.8	3.6	13.3	2.0	0.0	2. 1	4.3
Real Estate	8.2	1.8	1.7	1.0	0.5	49.0	4.3
Research and Development	1.9	0.0	3.9	2.0	1.1	2.1	0.0
Skilled Trades	7.5	5.5	5.5	10.1	0.0	7.3	42.6
(Base: Total number of respondents)							

Table 2
Providers of Training by List

Trainer	Total	Acct.	B&I	Ins.	Nurses	Real Est.	Skil. Trad
AALNC	1				1		
ACCOG	1				1		
ACT	1		1				
AD Banker	1					1	
AICPA	2	2					
Allen County Comm. College	1		1				
AMA	1		1				
Am. Assn. Of Diabetic Educat.	1		1				
American Airlines	1		1				
American Express Finan. Adv.	1			1			
American Family	1			1			
American Institute of CPA's	1		1				
American Management	2			1			1
AORN	1				1		
APICS-management planning	1		1				
Appraisal Institute	5					5	
Argus Software	1					1	
ASHRM	1				1		
Assn of Rehab Nurses	1				1		
ATT	2					1	1
AVTC-Kansas City, KS	1		1				
AWWA	1						1
Bar Association	1					1	
Baptist Medical Center	1				1		
Beth Smith	1		1				
Behavioral Health Care	1				1		
Beverly Enterprises, Inc.	2				1	1	
Bill Kantrell and Associates	1				1		
Black & Veatch	1						1
Blue Cross Blue Shield	2				2		
Blue Valley Schools	1		1				
BNSF	1			1			
Brookings Institute	1		1				
Business Inst. at JCCC	4		4				
Butler County Comm. College	1			1			
Career Achievement	1					1	
Career Education System	6					6	
Career Track	1		1				
CB Advantage	1					1	
CEBS	1			1			
Cerner Corp.	1		1				
Chamber of Commerce	1					1	
Children's Mercy Hospital	2				2		
Citicorp	1					1	
CMA	1		1				
CNC Publishing	1		1				

Table 2
Providers of Training by List

Trainer	Total	Acct.	B&I	Ins.	Nurses	Real Est.	Skil. Trad
Colorado Ctr for Healing Touch	1				1		
Colorado School of Nursing	1				1		
Community Blood Center	1				1		
CompUSA	4	1	2	1			
Computer Training Company	2		2				
Corporation	1		1				
County	3		2		1		
Covey	1		1				
Credit Union of Johnson County	1					1	
Dell	1			1			
Edward Jones	0						
Empire General	1					1	
Employer	8	2	4		1	1	
Empower Training and Consult.	6	1	5				
Exceltrain	2		1	1			
Executrain	5	1	3			1	
Farmers'	1			1			
Fast Track	1		1				
FEMA	2			2			
Financial Benefit Insurance	1			1			
Flexcon	1		1				
Fred Pryor	2		1		1		
GE Capital	1					1	
George Herschel	1			1			
Government	1		1				
Hacket Group	1	1					
Harlon Communicator	1				1		
Harrah's	1			1			
Health Midwest	3		1		2		
Health Professionals	1				1		
HMR	1		1				
Holiday Inn	1				1		
Home Builders' Assn.	1				1		
Horizon	1					1	
H.R. Williams	1		1				
Hunkeler Eye Centers	1				1		
Hutchinson Comm. College	1			1			
IIA	1		1				
IIAK	1			1			
IFTC	1		1				
IRS	1	1					
Insurance association/course	5		1	4			
Int'l. City Mgmt. Assn.	1		1				
J&H	1			1			
Jackson County	1					1	
JCCC	28	1	10	2	7	4	4

Table 2
Providers of Training by List

Trainer	Total	Acct.	B&I	Ins.	Nurses	Real Est.	Skil. Trad
JD Reece	2					2	
Johnson County Board of Realt.	1					1	
Johnson County Health Dept.	1				1		
KC Collegiate Nurse Educators	1				1		
KC Life	1			1			
KC Metro Bar Assn	1	1					
Kansas	1						1
Kansas Bar Association	1		1				
Kansas Highway Patrol	1			1			
Kansas ICFP	1			1			
Kansas Medical Society	1				1		
Ks Society of CPA's	4	4					
Kansas State University	1	1					
Kaufman	1		1				
Kingswood Manor	1		1				
KU	5		1	1	1		2
KU Medical Center	3				3		
Lindenwood	1		1				
LOMA	1					1	
Longview Community College	3		1		1	1	
MARC	2	1	1				
Mark Randall Training	1			1			
Med 2000	1				1		
Menninger	1				1		
Mercantile stores	1		1				
Missouri Assn. Of Realtors	1					1	
Missouri Dept. of Health	1				1		
Mission Hospital	2				2		
MIS Training Institute	1		1				
Mo	1						1
MONA	1				1		
Mo Society of CPA's	3	3					
MU School of Nursing	1				1		
NALU	1			1			
NAPM	1		1				
National association	1						1
National Seminars	1		1				
NCR	1		1				
NIR	1				1		
Neighborhood Reinvestment	1		1				
New Horizons	2	1	1				
Norris	3			3			
Northwestern Mutual Life	2			2			
Novamed	1				1		
Nursing computer lab	1		1				
Office Edge	1				1		

Table 2
Providers of Training by List

Trainer	Total	Acct.	B&I	Ins.	Nurses	Real Est.	Skil. Trad
Olathe Medical Center	2		1		1		
Ottawa University	3		1			2	
Overland Park Marriott	1		1				
Overland Park Reg. Med. Ctr.	3				3		
Principal Financial Group	1			1			
Producer XL	1			1			
Progressive	2			2			
Providence Medical Center	1				1		
Quantum Health Resources	1				1		
Public Accts. Assn. Of Ks	1	1					
Real Estate Institute	1					1	
Research Medical Center	1				1		
Rheem/Rund Water Heaters	1						1
Rockhurst	1					1	
Royal Alliance	1	1					
Saddle Island	1		1				
Securities Training Corp.	1			1			
Servicemaster	1			1			
Sharon Lowman Co.	1					1	
Shawnee Mission Med. Cent.	3				3		
Shawnee Mission School Dist.	2		1		1		
Skillpath	3	1	2				
Southwestern Bell Tele. Center	1		1				
Sprint	5	1	2			2	
Stat-A-Matrix	1		1				
State Fair Community College	1		1				
St. Francis Hospital	1						1
St. Luke's	4				3		1
Step 1 Inc.	1					1	
Supt Byte	1	1					
TEI	1	1					
Texas Institute for Home Learning	1		1				
Texas Board of Realtors	1					1	
TL & Co.	1					1	
Topeka Board of Realtors	1					1	
UMKC	3		3				
Universal Underwriters	1	1					
University of Missouri	1				1		
University of New Mexico	1		1				
US Army Intelligence Center	1						1
Various	2		2				
VCC	1		1				
Via Christi	1				1		
Visiting Nurse Association	1				1		
Vocational school in KCK	1	1					
Washburn	1		1				

Table 2
Providers of Training by List

Trainer	Total	Acct.	B&I	Ins.	Nurses	Real Est.	Skil. Trad
Water Dist. #1	1						1
Water Dpt.	1						1
Western Auto	1		1				
Wichita State University	2			2			
Wirsbo, Inc.	1						1
Wm. M. Mercer	1		1				
Wordteck	1	1					
XL Producer	1			1			
Other	12	1	1	1	6	2	1
Don't know	3		1		1		1
TOTAL	324	31	101	45	75	50	22

APPENDIX B

QUESTIONNAIRE AND COVER LETTER

JCCC

Johnson County Community College
12345 College Blvd.
Overland Park, Kansas 66210-1299
(913) 469-8500, ext. 2443
http://www.johnco.cc.ks.us

Dear Professional,

In order to better serve its clients, the Continuing Education Division of Johnson County Community College (JCCC) is considering offering training courses on the Internet. Major subject areas include computers/software, general business/law, health care, and professional licensure/certification. Courses offered on the Internet would enable you to complete training programs at home or at work at times that are most convenient for you.

Your opinion about training on the Internet is important to us, so we hope you will take a few minutes (it usually takes ten minutes or less) to complete the enclosed training needs inventory and return it to us in the enclosed postpaid envelope.

Thank you!

Sincerely,

Sally Winship
Dean, Continuing Education and Community Services

P.S. If you have a question or would like additional information or a catalog about training courses currently available through JCCC, please send an e-mail to kmartley@johnco.cc.ks.us.

Enclosures

INTERNET TRAINING NEEDS INVENTORY

Johnson County Community College

Office of Institutional Research 12345 College Blvd. Overland Park, KS 66210-1299

1A. Do you *currently* have access to the Internet (at home, at work, or elsewhere)? ☐Yes > *Go to Q2.* ☐ No>*Go to Q1B.*

1B. If not, within the next year, do you *expect* to have access to the Internet (at home, at work, or elsewhere?

☐ Yes > *Go to Q2.* ☐ No> *Stop here & return survey.*

2. Are you interested in taking training courses on the Internet?

☐ Yes >*Go to Q3.* ☐ No>*Stop here & return survey.* ☐ Undecided>*Go to Q3.*

3. Would you be more or less likely to take a training course offered by JCCC *if it was offered on the Internet?*

☐ Much less likely ☐ Less likely ☐ No difference ☐ More likely ☐ Much more likely ☐ Don't know

4. For each of the topics below, please check your degree of interest in attending a training course on this topic on the Internet in the next year.

	Not at All Interested	Not Very Interested	Somewhat Interested	Very Interested
Computers/Software				
Access	☐	☐	☐	☐
Excel	☐	☐	☐	☐
Intro to Personal Computers	☐	☐	☐	☐
Keyboarding	☐	☐	☐	☐
Windows '98	☐	☐	☐	☐
Word	☐	☐	☐	☐
General Business				
Business Writing	☐	☐	☐	☐
Communication Skills	☐	☐	☐	☐
Employment Law	☐	☐	☐	☐
Finance (accounting, budgeting, investments)	☐	☐	☐	☐
Leadership	☐	☐	☐	☐
Project Management	☐	☐	☐	☐
Supervisory Skills	☐	☐	☐	☐
Health Care				
Nursing	☐	☐	☐	☐
Social Work	☐	☐	☐	☐
Dental Health Administration	☐	☐	☐	☐
Dental Hygiene	☐	☐	☐	☐
Professional Licensure/Certification				
Engineering	☐	☐	☐	☐
General Law (for attorneys)	☐	☐	☐	☐
General Law (for paralegals)	☐	☐	☐	☐
Insurance	☐	☐	☐	☐
Mediation	☐	☐	☐	☐
Real Estate	☐	☐	☐	☐
Real Estate Property Appraisal	☐	☐	☐	☐
Electrical certification	☐	☐	☐	☐
Plumbing certification	☐	☐	☐	☐
Refrigerant certification	☐	☐	☐	☐
OSHA-certified training	☐	☐	☐	☐

5. **If you had a problem or needed technical support while taking a training course on the Internet, which of the following would you prefer?** *(Check ONE)*

- ☐ In person assistance at JCCC
- ☐ On-line answers and technical support
- ☐ E-mail answered within 24 hours
- ☐ Designated chat room times
- ☐ 1-800 technical support number
- ☐ Telephone assistance
- ☐ None of the above; support is available through my workplace
- ☐ None of the above; technical support isn't important to me

Course Fees

6. **What percentage of the fees for your training courses is paid for by (must total 100%):**
Yourself/parents/relative _____ % **Your employer** _____ % **Other** _____ _____ %

7. **What would you *expect* to pay for each of the following types of courses if offered on the Internet** ***(please check n/a if you would not take a course of this type)***

Computers/Software	☐ n/a	☐ $75-$99	☐ $100-$149	☐ $150-$199	☐ $200-$249	☐ $250-$299	☐ $300 & up
General Business	☐ n/a	☐ $75-$99	☐ $100-$149	☐ $150-$199	☐ $200-$249	☐ $250-$299	☐ $300 & up
Health Care	☐ n/a	☐ $75-$99	☐ $100-$149	☐ $150 -$199	☐ $200-$249	☐ $250-$299	☐ $300 & up
Prof. Licensure/ Certification	☐ n/a	☐ $75-$99	☐ $100-$149	☐ $150-$199	☐ $200-$249	☐ $250-$299	☐ $300 & up

Enrollment Preferences

There are a variety of ways to enroll in a course offered on the Internet.

8. **Which of the following ways to enroll are *acceptable* to you?** *(Check all that apply)*
☐ Telephone ☐ In person ☐ Fax ☐ Internet ☐ Other _____

9. **Which of the following is the way you would *prefer* to enroll?** *(Check only ONE)*
☐ Telephone ☐ In person ☐ Fax ☐ Internet ☐ Other _____

Past Training

10. **In the last three years, have you ever taken a training course through Johnson County Community College?**
☐ Yes ☐ No ☐ Don't know/remember

11. **What company/institution/organization offered the last training course you took in the past year?**
☐ Not applicable - haven't taken a training course in the past year ☐ Name of company/institution/organization _____

Employment

12. **In which of the following fields are you employed?**
☐ Computer Hardware/Software ☐ Consulting ☐ Engineering ☐ Health Care ☐ Insurance ☐ Law ☐ Management
☐ Manufacturing ☐ Real Estate ☐ Research & Development ☐ Skilled Trades

Thank you for taking the time to complete this survey! The results will be used to help plan Internet training courses. If you have any comments, please write them below or attach additional sheets. Please return your completed survey in the enclosed postpaid envelope.